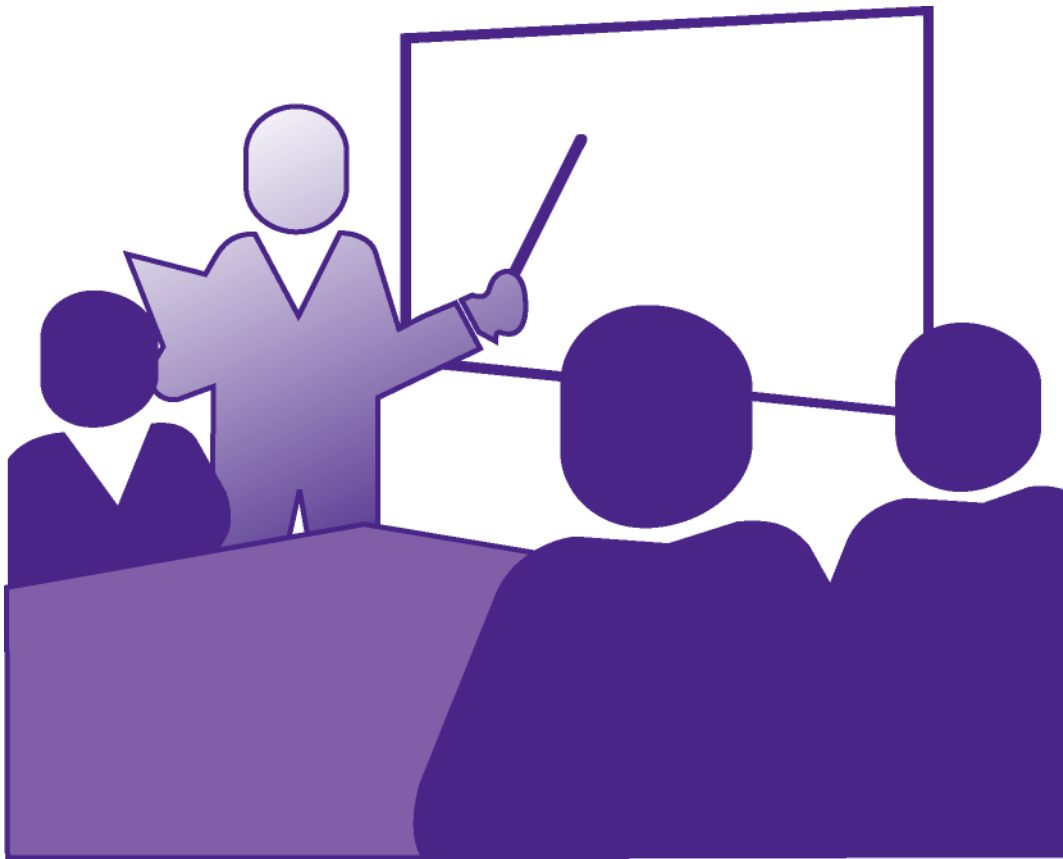


Section A

Marketing and Planning



"Start Today for a Healthy Tomorrow"
Eat Right America®

National Nutrition Month® -- March 2002

Purpose

National Nutrition Month® (NNM) is a nutrition education and information campaign sponsored annually by the American Dietetic Association (ADA) and its Foundation. The campaign is designed to focus attention on the importance of making informed food choices and developing sound eating and physical activity habits. NNM also promotes ADA and its members to the public and the media as the most valuable and credible source of timely, scientifically based food and nutrition information.

History

Initiated in March 1973 as a week-long event, "National Nutrition Week" became a month-long observance in 1980 in response to growing public interest in nutrition.

Key Messages: Start Today for a Healthy Tomorrow

Eating is one of life's greatest pleasures. National Nutrition Month® is celebrated each year in March -- this year, start today for a healthy tomorrow.

- Americans of all ages benefit from making healthful eating, physical activity, and lifestyle choices.
- Trying new foods and new physical activities can jump-start your plans for health.
- Personalize the Food Guide Pyramid as your roadmap toward eating a variety of foods, using moderation when selecting portion sizes, and balancing your choices over time.
- Taking the first step toward making healthful choices can be easy if you enlist help from friends and family.

Sponsor

The American Dietetic Association's mission is to promote optimal nutrition and well being for all people by advocating for its members. With nearly 70,000 members, ADA is the world's largest organization of food and nutrition professionals. Members of ADA are registered dietitians (RDs) and dietetic technicians, registered (DTRs).

Service Mark

National Nutrition Month® is the property of the American Dietetic Association. Its use is encouraged, but only in accordance with [ADA's published guidelines](#). Unauthorized use is strictly prohibited.

Further Information

NNM inquiries should be directed to 312/899-4771 or by e-mail: nnm@eatright.org. For media related information contact ADA Public Relations at 312/899-4802 or 4769 or by e-mail: media@eatright.org.

Guidelines for Using "National Nutrition Month®" Service Mark and the 2002 slogan "Start Today for a Healthy Tomorrow".

"National Nutrition Month®" is a registered service mark of the American Dietetic Association (ADA). To protect this mark, the "®" symbol should be used after the words "National Nutrition Month" to indicate its registration status.

Permission is granted to use the mark "National Nutrition Month®" to promote "National Nutrition Month®" to the general public or to companies and organizations which serve the public. They cannot be used to promote a company or a product. The words must never be altered in any way.

Permission is granted to broadcast media and publishers for use of the marks "National Nutrition Month®" for use with publicity focusing on the campaign.

National Nutrition Month® campaign materials purchased from ADA for free distribution to the general public may be imprinted with the message "distributed by (name of company, association, or organization)."

Graphics and art for National Nutrition Month® are also copyrighted. Graphics and related materials may not be

reproduced electronically nor used on a Web site. Written permission must be obtained from ADA to reproduce the graphic on non-educational, non-print materials. For example, this includes T-shirts, mugs, or other promotional items.

To obtain permission from ADA for theme or artwork usage as described above, or if you have questions, contact ADA at 312/899-4771 or e-mail nnm@eatright.org.

SAMPLE MEDIA ADVISORY

For Immediate Release

Contact:

Organization

Contact Telephone #

MEDIA ADVISORYMEDIA ADVISORY***

WHAT: The 2002 theme for the March National Nutrition Month is "Start Today for a Healthy Tomorrow." To kick off the campaign in _____ (name of city), a _____ (name of activity) will be held, followed by a week/month of nutrition-related activities, such as _____ (examples, i.e. a supermarket tour focusing on appropriate foods for different age groups; an educational session on understanding the nutrition information labels; or a healthful meal preparation class to which participants are asked to bring a recipe for a quick, easily prepared meal which is also nutritious; a fun run/walk followed by a health fair which emphasizes the importance of good nutrition and physical activity).

WHO: _____ (State/district dietetic association, names of cosponsors/partners) are sponsoring the event.

WHY: To help consumers recognize that the variety of food choices available in the marketplace can contribute to a healthful eating style.

WHEN: _____ (date) _____ (time), _____ (event kickoff, i.e. parade, walk-a-thon, nutrition class.)

WHERE: _____ (i.e. Dining Facility)

CONTACT: Call _____ (person) at _____ (phone number) for registration and schedule information.

SAMPLE COMMUNITY CALENDAR ANNOUNCEMENT

The _____ (sponsor) will hold _____ (nutrition activity) on _____ (date) at _____ (time). Girls and boys ages 5-15 may participate in the activities, as part of the EAT RIGHT AMERICA: START TODAY FOR A HEALTHY TOMORROW campaign. For more information, contact _____ (name) at _____ (phone).

SAMPLE RADIO ANNOUNCEMENT

:45 announcement

Do you want to find out how to eat right even when you are busy? What are the best food choices prior to physical activity? This is your month! During the month of March, the _____ (state/district) Dietetic Association and _____ (cosponsors/partners) are holding activities to promote good nutrition for all ages and for various activity levels. Join the kickoff on _____ (date) by participating in the _____ (kickoff activity). Other planned activities range from a _____ (activity) to _____ (activity) to _____ (activity). All activities and nutrition materials are free. Call _____ (contact name) at _____ (telephone number) for more information. Bring your friends and join us for a very healthful time!

:30 announcement

Let's learn about START TODAY FOR A HEALTHY TOMORROW by participating in the EAT RIGHT AMERICA campaign. Learn the importance of proper nutrition and physical activity at every stage of life. Come join _____ (name of sponsor) and _____ (special guest) at _____ (location of activity) on _____ (date) for the kickoff of National Nutrition Month. The event is being sponsored by the _____ (state/district) Dietetic Association and _____ (cosponsors/partners). Call _____ (contact name and telephone number) for a schedule of activity.

:15 announcement

Bring your friends and family to join _____ (name of special guest and sponsor) for the National Nutrition Month START TODAY FOR A HEALTHY TOMORROW _____ (activity). Participation is free and refreshments will be served. Contact _____ (contact name) at _____ (telephone number) for more information. It's never too late to learn the importance of proper nutrition and physical activity at every stage of life.

SAMPLE PRESS RELEASE

For Immediate Release

Contact: (Name)

(Address)

(Phone Number)

National Nutrition Month Campaign: START TODAY FOR A HEALTHY TOMORROW

_____(City State)_____(Date) Come join the_____(state/district) dietetic association and _____(other cosponsors) for the _____(activity, i.e. Healthy Food Fest) for _____(target audience, i.e. children and teens) on _____(date) at _____(time). Participants will prepare their favorite healthy dishes, and share the written recipe. Food preparation tips and nutrition information will be provided.

The Healthy Food Fest is just one component of the EAT RIGHT AMERICA: START TODAY FOR A HEALTHY TOMORROW ® event being held from _____(date) to _____(date). The event activities show how healthful food choices can be made from a diverse food supply. Activities are designed to show that now, more than ever, the marketplace provides a wide array of foods to choose from, facilitating exciting and nutritious eating without spending tremendous time preparing them. Emphasis will be on the relationship between good nutrition and physical activity at every stage of life.

National Nutrition Month activities also include a senior citizen supermarket tour, a fun run/walk/skate, and much more! Please contact _____(spokesperson) at _____(telephone number) for more information or a schedule of activities.

SAMPLE PROCLAMATION

(Note: Contact the office of your governor or mayor to set up an appointment with his or her executive assistant. Explain the National Nutrition Month EAT RIGHT AMERICA campaign and provide a copy of this form on your state or district dietetic association letterhead. Most will be happy to use it as it stands.)

_____(City) of _____(State)

Executive office
Proclamation

WHEREAS food is the substance by which life is sustained: and

WHEREAS the type and quality of food individuals consume each day plays a vital role in their overall health and fitness; and

WHEREAS there is a need for continuing nutrition education and a massive effort to enhance good eating practices:

NOW, THEREFORE I _____(Title)

_____(City/State)

DO HEREBY PROCLAIM the month of March
NATIONAL NUTRITION MONTH in _____(City/State), and I encourage all citizens to join the EAT RIGHT AMERICA campaign and become concerned about their nutrition and the nutrition of others in the hope of achieving optimal health for both today and tomorrow.

IN WITNESS WHEREOF I have here to set my hand and caused the Great Seal of
the _____, of _____, to be affixed.

Done at the _____ on
This__ day of _____
Two Thousand
By: _____
Titles: _____
Attest: _____
Title: _____